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Ideas... 4-H and YOUTH DEVELOPMENT



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FEDERAL EXTENSION SERVICE U. S. DEPARTMENT OF AGRICULTURE
WASHINGTON D. C. 20250

No. 77

February 14, 1964

Dear Co-workers:

The Federal Extension Service has recently gone through an interesting and challenging experience - "The Preparation of the Plan of Work." The presentation and evaluation of these plans was the central focus of the program of our Annual Extension Conference. The development process required a lot of seminaring between our 4-H Division staff and the subject matter specialists of the several FES divisions. We were impressed by the concern agricultural and home economics specialists have for 4-H Club work, and we realized more than ever during the conference the many contributions they can and do make to the 4-H Club program.

The planning process is a stimulating motivation technique. Your enthusiasm expands as you analyze the situation, determine educational objectives, design methods and plans for evaluation.

STAFF ASSIGNMENTS

An outline of assignments for our Division staff is enclosed with this letter. The assignments we have listed reflect the many areas where you and others are asking our help. Our problem has been to select the major needs where our efforts can be used most effectively.

NORTHEAST REGIONAL CONFERENCE

The 4-H Leader Tenure Study will be reviewed and implications for programming discussed at a March 23-25 meeting in New York City. Marvin Boss is committee chairman and Sam Gwinn is the Director representative. Laurel Sabrosky and Maurice Hill have been working closely with the planning committee and Dr. William Lavery of FES will also participate.

State Directors will attend the first and final sessions of the Conference.

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COOPERATING WITH LAND GRANT COLLEGES AND UNIVERSITIES

4-H PEACE CORPS PROJECT

Additional qualified applicants are needed in the 4-H Peace Corps programs. Perhaps you can help by suggesting this program to qualified persons who are interested in an international opportunity.

By the time you read this, the "add-on" Brazil project trainees application deadline will have passed--February 1. However, a new summer group for a possible project in Latin America or Africa is scheduled. April 1 is the application date with June 15 as the estimated date for training to start.

Peace Corps applications should be completed and forwarded to the following address: 4-H Peace Corps Project, National 4-H Club Foundation, 7100 Connecticut Avenue, Washington, D. C. 20015. Send your questions or requests for additional information directly to Warren Schmidt at the above address.

ONE LITTLE WORD - PLEASE ADD IT

One word was omitted in the summary, "Expanding the Opportunities of 4-H Membership to More Boys and Girls" by Sabrosky, Kelley and Kreitlow. On page 4, bottom half of the page, please make the first sentence read, "Study the below-10-year olds in 4-H." We have research about the ten-year-olds but not the below 10's.

Extra copies of this summary could be furnished you for staff discussion.

HISTORY OF 4-H IN IOWA

"The Very Beginnings," by Faye Whitmore and Manila Cheshire, published by the World Publishing, Shenandoah, Iowa, is a very interesting, well-written history of the organization of 4-H Club work in several counties in Iowa. It portrays the influence of a dedicated school administrator in launching a program that has national significance today.

BREAKFAST WITH CONGRESS

The breakfast is scheduled Thursday morning, April 23, at 7:45 a.m. Location is The International Inn, Thomas Circle at 14th and M Streets, N.W. Response to this event last year was so favorable that it is being continued for at least this one more year. We are glad to make the necessary local arrangements for you.

As last year, it is suggested that each State may want to invite its two Senators and the Congressmen representing the home districts of the Club member delegates. Last year, most States issued the invitations in the names of the young people. The planning committee would like you to name one of the four delegates as State coordinator.

Following the breakfast, the members will have time to visit offices on Capitol Hill, Library of Congress, etc., with arrangements made by State staffs.

REPORT TO THE NATION

The 4-H Report-to-the-Nation will be held concurrent with National 4-H Conference, with the six delegates being in Washington for three days before going to New York City area. Because 1964 is an election year, it was deemed inadvisable to schedule a national report during National 4-H Club Week in September-October.

In a very real sense all the National Conference delegates are "State Reporters" when they return home. Therefore, one of the orientation sessions with Miss Dorothy Emerson is being presented before the National Conference delegates group. The Conference will also have opportunity to share one of the reporting panels.

Dr. Tommy Walton was chairman of the committee who selected the national Reporters-to-the-Nation: Ann Williams, Texas; Linda Curtiss, Vermont; Claudia Truax, Indiana; Allen Leman, Illinois; Roger Hamblin, Oregon; Ronald Keys, Kansas. Others nominated may be called upon to represent 4-H at national meetings, on television, or for special presentations.

JUNIOR POULTRY FACT FINDING CONFERENCE

The 11th Junior Fact Finding Conference was held February 13-16 in Kansas City. Delegates were given the unique opportunity of attending adult programs and meeting influential leaders in the poultry industry. They also served on panel discussions, gave demonstrations, and participated in a series of planned educational activities in the Kansas City area.

"CAMPING - A KEY TO CONSERVATION"

A new training and camp promotion film just completed by ACA is ready for rental, preview and/or purchase from:

Audio-Visual Center
Indiana University
Bloomington, Indiana

The film is a companion to "Adventures in Camping".

HELP ON 4-H CAMPING

Are you planning to attend the National Camping Association Annual meeting to be held in Pittsburgh March 18-21, 1964? The Extension Kindred Group session is planning an outstanding program on March 19 -- "Camping and Outdoor Recreation in Extension Programs".

SOCIAL WORK INSTITUTE, BOSTON UNIVERSITY

Several courses of interest to youth workers are planned for the period June 8-12. Examples of the titles: Dynamics of Human Growth and Behavior, New Approaches to Youth Problems, Group Services for Adolescent Girls, Fundamentals of Group Work. More information is obtainable from Saul Bernstein, Institute Director, Boston University School of Social Work, 264 Bay State Road, Boston.

ENCAMPMENT FOR CITIZENSHIP

Encampments for the 18 to 23-year olds are planned for New York City, Washington, D.C. and Puerto Rico during the period June 27 to August 8. A new project will be an encampment for 15 to 18-year olds to be held July 5 to August 14 at the University of California, Berkeley.

Several States have had 4-H delegates attend previous encampments and could give you an appraisal of the experience.

FARM-CITY WEEK, November 20-26, 1964

4-H Clubs are a "natural" for Farm-City Week activities with the 4-H membership split about 50-50 between farm and non-farm. The goal is to bring about better understanding of our American way of life and an appreciation of the interdependence of urban and rural communities.

Information leaflets are available to help youth groups and others with their planning.

TEENAGE NUTRITION THEME

The National Dairy Council is putting major program emphasis on teenage nutrition for 1964. Among other things it has developed a series of educational advertisements which give nutrition information based on research. The subject of each ad is selected to meet the interest of the medical or professional groups' publication.

Publications of the National Dairy Council are among our best sources of educational aids.

EXPANDED FOOD PRESERVATION PROGRAM

Have you noted that the canning awards program has now been expanded to food preservation, including both canning and freezing? We feel that this is a step in the right direction and we appreciate the support of the donor organization, Kerr Glass Manufacturing Corp., over the past 35 years. We visualize the project experiences in canning and freezing as emphasizing scientific principles applied in the skills of preserving foods, particularly fruits and vegetables, as a contribution to sound family nutrition and meal planning. Money management and use of plentiful foods should be basic to the experience.

TEENAGE DRIVING FACTS

A copy of this new leaflet was included in a recent mailing of ALERTS material. It puts the facts on teenage driving clearly in our hands and points out our opportunity to supplement school and home training. You may want to circulate this leaflet to county extension agents and leaders, automotive people in your community and others. For additional supplies of this bulletin, contact the Automotive Safety Foundation, 200 Ring Building, Washington, D. C. 20036

CITATION TO AUTOMOTIVE SAFETY FOUNDATION

Dr. Lloyd H. Davis presented the Crested Clover Citation to the Automotive Safety Foundation at a January 7 meeting. He recognized the Foundation for providing both financial help and staff service to aid in planning and producing resource materials to launch 4-H automotive care and safety programs on a pilot basis. The program has expanded to partially all States and to Puerto Rico.

4-H AUTOMOTIVE PROGRAM

We have copies of the tape recording and slides to accompany the story of how Tom Jurchak of Lackawanna County, Pennsylvania conducted the 4-H Automotive Program. This is the one that was presented in connection with the Leader's Session on Older Member Programs at Club Congress last December. You may borrow these by writing to us. We think it would be very helpful in agent and volunteer leader training conferences.

NATIONAL 4-H CLUB WEEK KITS

April 1 is target date for the planning kits to be mailed to the States. Your distribution officer has been informed.

This year the kit will have ideas for giving more young people the opportunity of 4-H membership. We have stated it: "4-H for More in '64".

Jim Veeder, representing the National 4-H Service Committee, and Ted Hutchcroft, of the National 4-H Club Foundation, are working with us in planning and producing the various items. We are particularly pleased about the new 4-H Week poster provided by Coats and Clark.

WHEN YOU WORK WITH OTHERS

The Future Homemakers of America have a helpful leaflet by that title. It includes guides for cooperative projects and activities with business, industry and other groups. A committee of educators and industry representatives developed the principles included in the publication. It can be ordered, 25¢ a copy, from Future Homemakers of America, U. S. Office of Education, Department of Health, Education and Welfare.

"A HEALTHY PERSONALITY FOR YOUR CHILD"

No, it isn't new! In fact it was printed in 1952. But publication 337 is still a mighty helpful reference and deserves consulting. Frequently, we let these good ones get put aside when they have been available for a time.

LEADS FOR LEADERS - ARIZONA - No. 28

Navajo County, Arizona has been working on the reorganization of County 4-H Leaders' Councils to bring about greater leader involvement. Their situation and the model they agreed upon are explained.

"LOOKING FORWARD WITH 4-H"

Administrator Davis' talk at the Leaders' Sessions at National 4-H Congress is enclosed. You will find this a practical but forward looking approach to Extension youth programs.

STATE 4-H STAFF RECOGNITIONS AT NATIONAL CONFERENCE

A Reply
Please ✓ Please use the enclosed sheet to send names of State and Assistant State 4-H Club Leaders who have earned the awards listed and have not been previously recognized. Presentation of the awards will be a feature of the Leaders' program at National Conference.

SHARING SOME OF THE GOOD IDEAS /
IN USE IN THE STATES

CALIFORNIA - Community Library Project

Older Club members in San Joaquin County are providing books for the Library, including books written about 4-H. In addition to buying books, the 4-H Club plans to have study groups which will meet at the Library. Plans are to have training given by the librarian and also have several authors invited to meet with the group.

CONNECTICUT - Orientation for Congress Delegates

An excellent plan was developed for the orientation session, held November 9 at the University in Storrs. Delegates reviewed the process by which they were selected, then moved into discussion of objectives of the Connecticut 4-H Club Program and how the Congress "Citizenship in Action" objectives would provide meaningful experiences for the group. The nature of the trip and travel arrangements were carefully reviewed. The State 4-H staff would probably share a copy of the outline with those who write.

GEORGIA - County Council Promote Staying in School

An excellent slide set is developed to point up the value of an education and the importance of staying in school. The slides are being used by Senior 4-H County Council members in presenting a chapel program in the Junior High and High Schools in each county.

ILLINOIS - Demonstration Movie

A new 30-minute sound and color movie, "Let Me Show You," is designed especially for use with 4-H leaders and younger members. An instructor's guide is developed to suggest procedure for using the film. For information on renting or buying, write to Audio-Visual Aids Service, 605½ E. Green Street, Champaign, Illinois.

INDIANA - Report of Staff Workshop

Indiana has shared with us a very comprehensive report of their 25th Annual Fall Staff Workshop. A study of it will in part reveal why Indiana has the highest enrollment of any North Central State and why they average over 1,000 members per agent year spent on 4-H Club work. The report also indicates great depth in program offered the youth of the State.

INDIANA - Home Furnishings Training

The Home Furnishings Specialist and the 4-H staff teamed in giving agents special training to strengthen 4-H work in this project area. Focus was on helping families achieve order and beauty through application of art and design principles. Training material would be available on request to Evelyn Quesenberry.

KANSAS - 4-H Reading Project

The November issue of Kansas 4-H Journal has a cover photo and a center-spread article explaining the new 4-H reading project which is meeting with such popular response. Librarians have been helpful in preparing and publicizing the new project, which works out well as a companion project to add depth to present projects.

LOUISIANA - Literature Program

Many, and outstanding, bulletins are prepared by State specialists and are now in process of printing. The material is being developed at three age levels, which is indicated by whether the front cover has one, two or three 4-H clovers in the cover design. All State staff members in Louisiana participated in a literature workshop nearly a year ago, followed by additional conferences with individuals or groups of specialists.

LOUISIANA - Extensive Plans for 4-H Week

The Master Plan developed for 1964 observance includes proclamation by the Governor, flying 4-H flag on the capitol, 100 billboards at important spots over the State, TV programs including interviews with leading citizens, and tapes, exhibit suggestions, and news releases made available for the parishes.

MICHIGAN - Membership Drives

Counties interested in conducting local membership drives in 1964 were invited to attend a February 6-7 conference at Camp Kett. The conference aimed to prepare participants to carry out membership drives with a high level of confidence--and competence.

MINNESOTA - 4-H Institutes for Leaders

The role of project and junior leaders, and of county Extension agents in working with leaders, were the principal topics for discussion at the 1964 4-H Leaders' Institutes held throughout the State. Ten area institutes were planned so representatives from 7 to 11 counties could attend each meeting.

MINNESOTA - Radio Public Speaking

"What is my responsibility in bettering inter-racial and inter-religious understanding?" 4-H Club members will present their answers to this question in the 22nd annual Statewide radio public speaking contest, running from January to March of 1964. Last year, more than 1,000 members over 14 years of age participated in local competitions.

MONTANA - Citizenship Laboratory

The Citizenship Laboratory with youth leadership, held in Billings, was an outstanding experiment and follow-up of the Citizenship Laboratory and Citizenship Short Course held at the National 4-H Center. Evidences of teaching objectives were seen in the youth leadership, adult relations, committees, organization, and teaching aids which were in use.

MONTANA - Community Service

The 1963 Young America Gardens contest has recognized the Lucky "13" 4-H Club of Anaconda with first place in the Club division. Their project was raising, cutting and taking flowers to "forgotten" people and shut-ins.

NEBRASKA - Rural Youth Mid-Winter Institute

During a three-day meeting, February 7-9, Nebraska Rural Youth took a look at their State's future. The program included speakers, recreation, workshop sessions and a tour of the Consumers Public Power District, Atomic Energy Power Plant at Hallam.

NEW JERSEY - Raising Seeing Eye Dogs

The role of 4-H members is recognized in a new publication issued by The Seeing Eye, Inc., entitled "Bonnie Tells Her Story as a Seeing Eye Dog."

NORTH DAKOTA - Increase in Indian 4-H Enrollment

A 330 percent increase - from 81 to 215 Indian children in 4-H work - is the record of the Fort Berthold Reservation. This record achieved in seven years is expected to have a favorable effect on life on the reservation.

NORTH DAKOTA - High Percentage in 4-H

More than 2/3 of all freshmen girls enrolled in the College of Home Economics at NDSU the fall quarter of this year were members or former members of 4-H Clubs. Survey was made by a member of the Home Economics faculty.

OHIO - Agent Training Conferences

Ohio has recently held a series of Agent Training Conferences in long time program planning. It was pointed out that this kind of training is necessary because of agent turnover and change in our society and economy.

PENNSYLVANIA - Change in Staff Letter

Beginning early 1964, the staff letter to agents will include one page designed so that it can be distributed intact to local leaders. Items of particular interest to leaders will be put on the page.

TENNESSEE - Advanced Leader Training

Building upon "The Leadership in Depth" experience, the State is now moving into advanced leader training. An advanced organizational leader course is offered as well as advanced project leader course.

WISCONSIN - Training in Money Management

Eight district conferences are being scheduled throughout the State to train 4-H and home economics agents in concepts and methods of work in money management. Last year, several counties did pilot work with 4-H Club members.

NEWS OF OUR
CO-WORKERS

Dr. Nyle C. Brady, former head of Agronomy at Cornell University, is the new Director of Science and Education, USDA. He is in charge of Extension, Land Grant Relationships, Agricultural Research Service and Cooperative State Research Service. We will report to the Secretary through him. Dr. Brady is currently president of the Soil Science Society of America.

Dr. Thomas Carlton Blalock takes over in North Carolina as Assistant Director in Charge of 4-H Club Work. He was formerly a District Agricultural Agent and is a native of Wilson County, North Carolina.

G. Melvin Davis, Georgia, is appointed as District Agent, 4-H Programs. He was formerly an assistant county agent in the same State.

Garnett J. McKenney, recently retired in Kentucky after 41 years of service. He was known for advocating sound leader-training programs and for active promotion of community clubs. His present plans are to move his residence eventually to Crittenden County where he will operate a farm with one of his sons.

The women 4-H staff members in Florida, formerly stationed at Tallahassee, are moving to Gainesville. This announcement was made January 1.

Virginia Fite, Oklahoma, and Donald A. Hellwege were married recently and will live at Kingfisher, Oklahoma. Mr. Hellwege is manager of Armour Agricultural Chemical Plant and is engaged in farming.

"Gerry" Chavez, Formerly New Mexico and Brazil, is doing graduate work at Michigan State University. His address is 1401 F Spartan Village, Michigan State University, East Lansing.

Don Mitchell, formerly Idaho and a National 4-H Fellow, has returned to Bangkok, Thailand after an extended home leave. He is working with a rapidly growing youth program with now over 15,000 members. Don is also working jointly with the Ministry of Agriculture on a major Extension study on the role concept of Thai Extension workers. His address is APO 146, USOM, San Francisco.

4-H Representatives at some important National meetings: Dr. Emily King at the National Girl Scout Conference in Miami, Dorothy Duncan at the Camp Fire Girls National Conference in San Francisco, and Dr. Lawrence Biever, at a special workshop held in Chicago on "Girls in Crisis."

Robert V. Mullen, Executive Director of Sears Roebuck Foundation is new president of the National Farm-City Committee.

William J. Klein, vice-president of the Allis-Chalmers Manufacturing Company has been named chairman of the National 4-H Sponsors Council (National 4-H Club Foundation). He replaces J. D. Sykes, recently retired as vice-president of the Ralston Purina Company.

IN CLOSING/

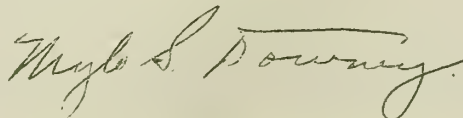
In an address to the National Grange Conference in November, Mr. James T. Griffin, President of the Sears-Roebuck Foundation referred to 4-H in this way:

"The challenge of change is upon us, and it will remain with us for the rest of our lives. How far beyond that time no man can tell. If we are to live and prosper under the new set of conditions, we must tune all our efforts to the circumstances we face.

A good example to illustrate the ability to swing with the ever-changing tide is to be found in the remarkable performance of the 4-H Clubs in recent years....Today, 56 percent of the 4-H membership is non-farm, and the rate is climbing constantly.....

In short, we must do what so many other segments of our economy have done--what the 4-H Clubs have done.....what so many tens of millions of our citizens have done--go to town. I don't mean to be facetious, but as I put down that phrase, I hark back to a popular idiom. If a man, or a corporation, or an organization succeeds in his, or its, or their ambition; it is often said, in pardonable slang, "Boy, he really went to town."

Sincerely yours,



Mylo S. Downey, Director
4-H and Youth Development

Program Leaders:

Maurice L. Hill
V. Jos. McAuliffe (study leave)
Robert R. Pinches
Edgar A. Reeves, Jr.
Lloyd L. Rutledge (study leave)
Eleanor Wilson

ENCLOSURES

John W. Banning, Assistant Director
Fern S. Kelley, Assistant Director
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